

PATENT ABSTRACTS OF JAPAN

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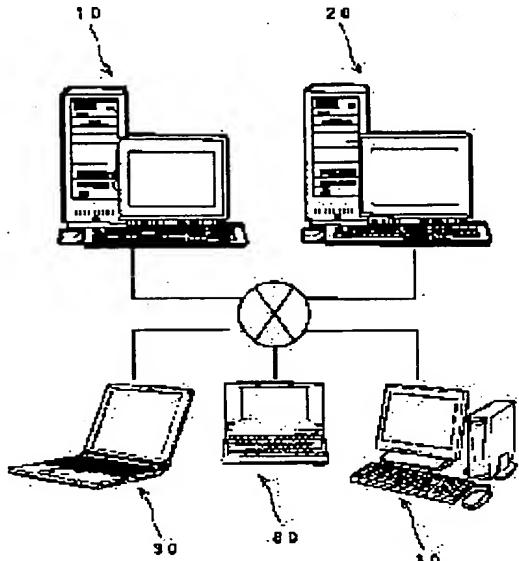
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(54) METHOD AND SYSTEM FOR MANAGING ELECTRONIC INFORMATION DISTRIBUTION, RECORDING MEDIUM AND PROGRAM SIGNAL

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an advertisement image providing technique which uses a network and has a high advertisement effects.

SOLUTION: A host server 10 transmits an advertisement image and a viewer for displaying the advertisement image to the operation terminal 30 of a user A who has made user registration. The user A transmits the advertisement image acquired from the host server to a user B, who has not yet made user registration in the host server and introduces the advertisement image to the user B. The user B requests the host server for a viewer. In such a case, it is reported to the host server that the user B be introduced from the user A, the host server registers the user B as a user, transmits the viewer to the user B and also gives incentive information, i.e., presenting points of a prescribed value to the user A, who has introduced the user B.



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